



veRVor

About Vervor

Vervor Shop was founded during the pandemic in 2020 by Aaron Hull.

Located in Ocean Beach, the shop sells art from over 330 artists, showcasing everything from wall art and ceramics to handmade jewelry, furniture, and more.

It prides itself on only sourcing from local artists and supporting the artist community in Southern California.



Budget

This plan will attract new consumers, increase in-store visits, boost sales and build a stronger presence in the San Diego community.

The proposed plan would begin at around **2,500/mo** allocated across digital marketing platforms.

Email: \$800/mo. (Hubspot)

Paid Social: \$225 (Tiktok) \$340 (Meta)

SEM: \$140 (SEMRush) \$1,000 (Google Ad spend)

Competitive Landscape

Vervor Shop competes in the artisan crafts/gift shop market. The most notable competitors are places people would go in San Diego to get handmade gifts, vintage items, and unique collectibles such as:



Analytics

Abstract decorative shapes in dark teal and light green, located in the top right corner of the slide. The shapes are organic and flowing, with some small dark teal circles scattered around them.Abstract decorative shapes in dark teal and light green, located in the bottom right corner of the slide. The shapes are organic and flowing, with some small light green circles scattered around them.

Website Analysis

Channels overview

Aug 2024 - Oct 2024 Worldwide Desktop



Key Notes

- Organic search reflects content's resonance with community
- Lack of website usage
- Indicates good natural discovery, but needs optimization for better conversion

Website Traffic Sources

Total visits ⓘ

📅 Aug 2024 - Oct 2024 🌐 Worldwide

548

Social Traffic

- Instagram (389 accounts engaged, 86.5% Reels Engagement)
- Facebook (74 avg/ views)
- TikTok (460 avg. views)

Device distribution ⓘ

📅 Aug 2024 - Oct 2024 🌐 Worldwide



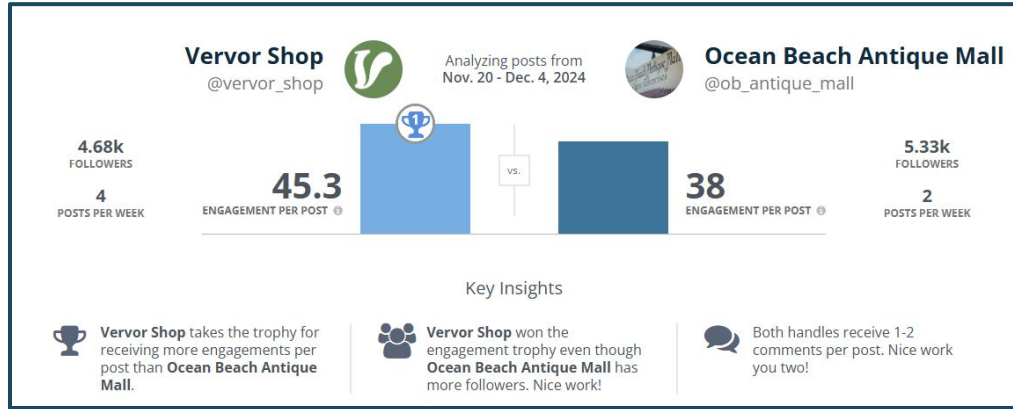
● Desktop 65.21%
● Mobile Web 34.79%

Takeaways

- Instagram content is engaging to followers
- Organic growth of local community and followers
- Mobile percentage is lower than industry average of 50%
- Disconnect between social media retention and website traffic conversion
- Needs to be addressed through better mobile optimization and clearer call to action

Social Media Competitor Analysis

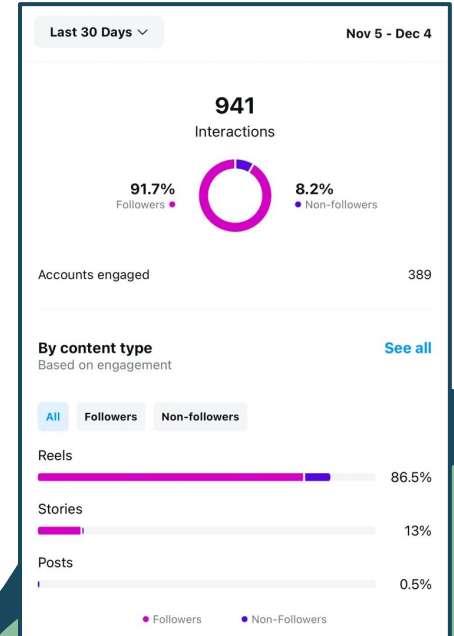
Vervor vs OB Antique Mall



Vervor vs Vignettes Decor



Interactions



Vervor Online Analytics Overview

Strengths

- Organic content is engaging and relevant to followers
- Social media is engaging
- Strong organic search presence
- Growing audience
- High non-follower reach/discovery

Weaknesses

- Limited website functionality
- Poor social to website conversion
- Lack of structure on social media and marketing strategy
- No paid marketing

Actions

- Generate content and imagery that directs customer towards their goal/shop
- Exploring different channels to build more traffic
- Email: automate an actual email and measure CTR and subscription rate



Analytics Strategy and Goals

- Invest into SEM to grow website traffic
- Invest into emails and CTAs to grow foot traffic
- Optimize website to prioritize the community and artists
- Expand social media platform content to engage and attract
- 5-10% monthly follower growth
- 10-20% growth in view rate on social media
- 20-25% email open rate
- 2-3% foot traffic conversion rate



Updated Branding

Value Proposition

Vervor Shop connects you with one-of-a-kind, handcrafted pieces by over 330 local artists, each telling a unique story and celebrating the vibrant spirit of our community. With every purchase, you support creativity, authenticity, and a direct connection to the hands that made it—no mass production, just meaningful art.

Tagline:

“Authentic, local, and one-of-a-kind – art that tells your story.”

Old Logo:



New Logo:



Fonts:

Headings
(tenor sans)

Body Text
(Roboto Condensed)

Brand Colors:

#fff5d1

#fad563

#b4bd62

#8ebd9d

#19475c

Buyer Personas

Abstract decorative shapes in dark blue and light green, resembling stylized waves or organic forms, located in the top right corner of the slide.Abstract decorative shapes in dark blue and light green, resembling stylized waves or organic forms, located in the bottom right corner of the slide.

Background

- Fresh out of college/early out in career
- Have upgraded to a nicer apartment/new home buyer
- Focused on sustainability and shopping small

Goals

- Have a well-designed home that accentuates their new status in life
- Shop small and find unique pieces for their home
- Balance affordability with quality

Challenges

- Budget constraints: can't afford super high end pieces for their home
- Navigating the variety of options and categories at Vervor shop
- Why they should shop at Vervor versus another small business nearby

How We Help

- Offer categories on online website so customers can easily sort through products
- Offer examples of how to decorate real items in homes
- Provide special promotions to make products more affordable

Channels

- Instagram, TikTok, Facebook, Email



Millennial Molly

Age: 25-35

Location: San Diego based; urban,
suburban, coastal

Income: Low to middle

Background

- Eclectic mom/dad always looking for unique pieces: home decor, clothing, etc.
- As San Diego based locals, they want to support small businesses nearby
- They frequently attend farmers markets with their kids and like to spend weekends exploring different parts of San Diego

Goals

- Find high quality pieces that will suit their style and values
- Want San Diego made products as they are passionate about their community
- Want unique pieces suited to their eclectic style

Challenges

- Why they should shop at Vervor compared to another business nearby
- Finding quality products worth their money

How We Help

- Offer high quality pieces that are worthy of customer's investments
- Provide offers for Mother's Day, Father's Day, etc. to emphasize values of brand
- Emphasize storytelling mission on socials by showcasing artists and frequent shoppers to convince customers why they should shop at Vervor

Channels

- Instagram, Facebook, Email



Eclectic Elizabeth

Age: 40+

Location: San Diego based; urban,
suburban, coastal

Income: Middle to high

Background

- Parents taking their family on a trip to San Diego
- Individuals are visiting Ocean Beach and are looking for a local souvenir

Goals

- Find a local souvenir to remember their trip
- Buy something that is affordable and high quality

Challenges

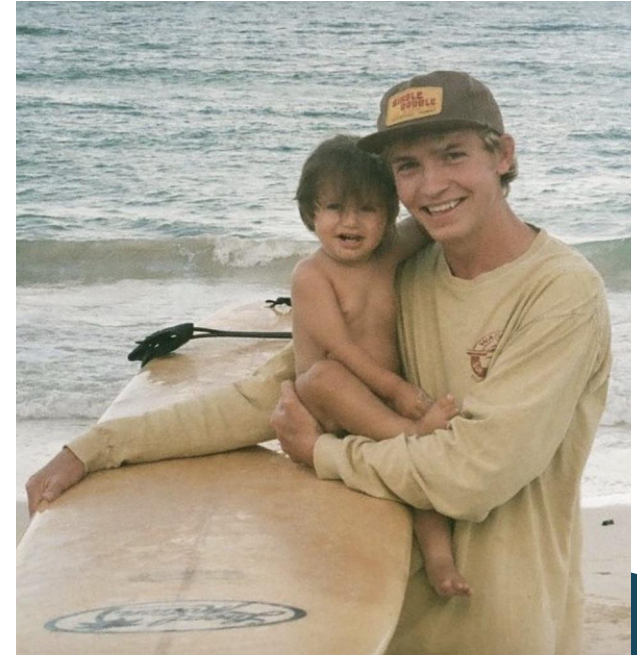
- Affordability: don't want to buy a super expensive souvenir
- Why they should buy from Vervor compared to other places nearby
- Want something that is locally made to remember their family's trip to San Diego

How we help

- Offer unique, locally made products
- Offer high quality and affordable products
- Offer distinct product categories to make products accessible and easy to understand

Channels

- Instagram, Facebook, Email



Touristy Tanner

Age: 30-50

Location: US; mainly tourists from other regions in California

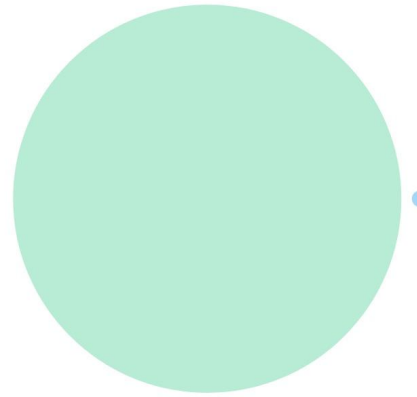
Income: Middle to high

SEM STRATEGY

Vervor Against Its Competitors

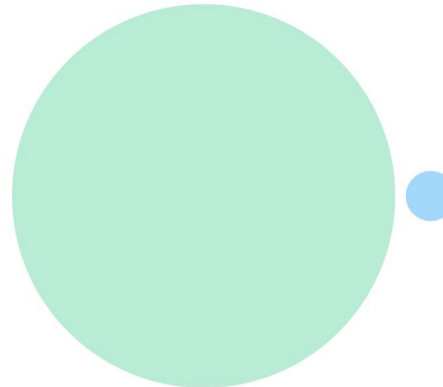
- Vervor currently does not use any SEM
- **GOAL:** Investment into SEM to drive traffic to website and to remain relevant among competitors

Keyword Overlap



<input checked="" type="checkbox"/> vervorshop.com	2
<input checked="" type="checkbox"/> kobeyswap.com	850

Keyword Overlap



<input checked="" type="checkbox"/> vervorshop.com	2
<input checked="" type="checkbox"/> pangaeaoutpost.com	107

Vervor Shop & Kobey's Swap Meet

Keyword	Intents	Volume	Keyword Difficulty	CPC	Competition Density	vervorshop.com	kobeyswap.com
vintage san diego	Commercial	2900	45	0.00	0.08	0	56
flea market san diego	Commercial	1900	41	0.00	0.01	0	3
san diego vintage	Commercial	1300	50	0.00	0.04	0	42
flea market san diego area	Commercial	1000	35	0.00	0.01	0	4
thrift store la jolla san diego california	Commercial	590	28	0.00	0.06	0	59
vintage shops san diego	Commercial	590	14	1.88	0.04	0	52
vintage stores san diego	Commercial	590	16	1.90	0.05	0	49
vintage clothing stores in san diego ca	Commercial	390	16	2.31	0.04	0	87
oceanside flea market	Commercial	90	25	0.00	0.01	0	83
best vintage shops in san diego	Commercial	70	9	0.00	0.05	0	51

Keyword Opportunities

Vervor Shop & Pangea Outpost

Keyword	Intents	Volume	Keyword Difficulty	CPC	Competition Density	vervorshop.com	pangaeaoutpost.com
beach wear san diego ca	Commercial	480	24	0.00	0.00	0	59
pacific beach san diego stores	Commercial	260	23	0.00	0.01	0	6
pacific beach shopping	Commercial	260	20	0.00	0.02	0	6
pacific beach stores	Commercial	260	31	0.00	0.01	0	8
pacific beach shops	Commercial	110	24	0.00	0.00	0	6
beach shops in san diego	Commercial	90	40	0.00	0.02	0	59
mission beach shopping	Commercial	90	12	0.00	0.02	0	47
mission beach shops	Commercial	90	8	0.00	0.02	0	43
beach shops san diego	Commercial	50	7	0.00	0.02	0	34
san diego beach shops	Commercial	50	6	0.00	0.02	0	31

Keywords for Vervor Shop:

- Vintage store San Diego
- Vintage shop near me
- Gift store
- Art store
- Local art store
- San Diego art store
- San Diego beach shop
- San Diego shop near me
- San Diego gift store
- Ocean Beach shop
- Ocean Beach shopping

Volume

18.1K 

Keyword Difficulty

80% 

Hard

This keyword will demand 383 high-authority referring domains and well-optimized content to start ranking for it.

Take the top 3 keywords and create a headline and description to be found on Google

Keyword Magic Tool: Art store View search history

Database: United States ▼ Currency: USD

All Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages beta ▼

AI-powered + vevorshop.com × Personal KD % ▼ Show ranking keywords

Volume ▼ KD % ▼ Intent ▼ CPC (USD) ▼ Include keywords ▼ Exclude keywords ▼ Advanced filters ▼

By number **By volume**

All keywords: **28,398** Total Volume: **597,670** Average KD: **34%** → Send keywords ↻ Update (0/250) ⚙️ ↑

All keywords	28,398	Keyword	Intent	Volume	Pot. Traffic	PKD %	KD %	CPC (USD)	SF	Updated
> supply	4,847	<input type="checkbox"/> art store near me	T	33,100	53	58	51	0.81	6	Last week
> craft	2,931	<input type="checkbox"/> art supply store near me	T	27,100	43	65	51	0.74	6	Last week
> near	1,329	<input type="checkbox"/> art stores near me	T	22,200	35	68	55	0.76	6	Last week
> martial	992									

Sponsored



Vevor Shop

<https://www.vevorshop.com/> ⋮

Vevor Shop | San Diego Local Art Store

Discover Vevor Shop where creativity meets community. Vevor brings you a collection of local one-of-a-kind designs crafted to tell your story.

Google Ads By Persona

Sponsored



Vervor Shop

<https://www.vervorshop.com>

Shop San Diego Home Decor | Vervor Shop

Elevate your home with one-of-a-kind home decor pieces from Vervor Shop. Made from local San Diego artists, discover more of what our store has to offer.

Millennial Molly

Eclectic Elizabeth

Sponsored



Vervor Shop

<https://www.vervorshop.com>

Shop Bohemian Style at Vervor

From bohemian home decor to art and more, Vervor Shop has handcrafted pieces designed to suit your unique style.

Sponsored



Vervor Shop

<https://www.vervorshop.com>

Vervor Shop | San Diego Gift Store

Browse home decor, art, crafts, and more at San Diego's local gift store at Vervor. Shop local and one-of-a-kind designs made here in San Diego.

Touristy Tanner

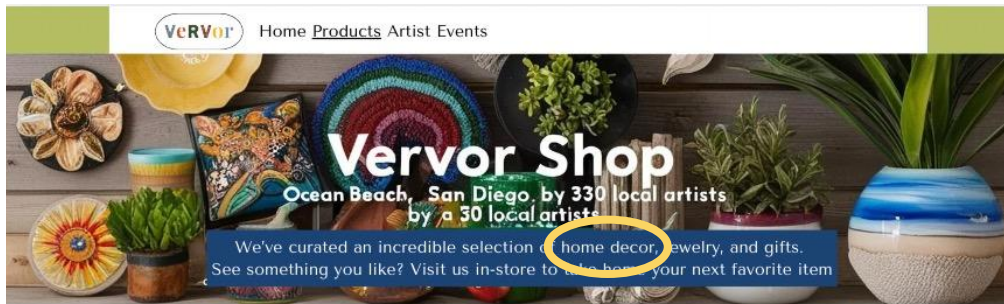
Consistency across keywords, ad copy, landing page = effective SEM

Sponsored

Vervor Shop
<https://www.vervorshop.com>

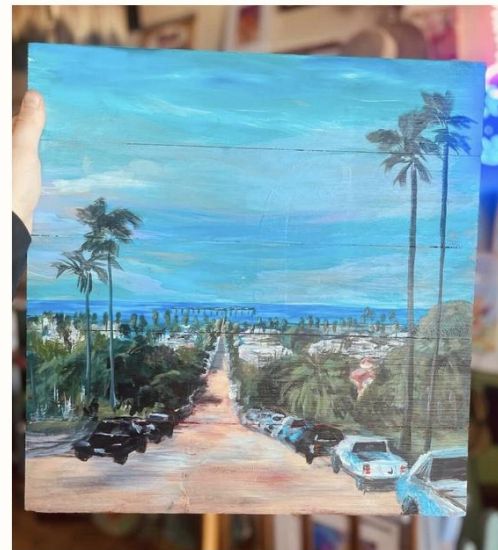
Shop San Diego Home Decor | Vervor Shop

Elevate your home with one-of-a-kind home decor pieces from Vervor Shop. Made from local San Diego artists, discover more of what our store has to offer.



VERVOR SHOP VERVOR, GIFT SHOP

Vervor Shop



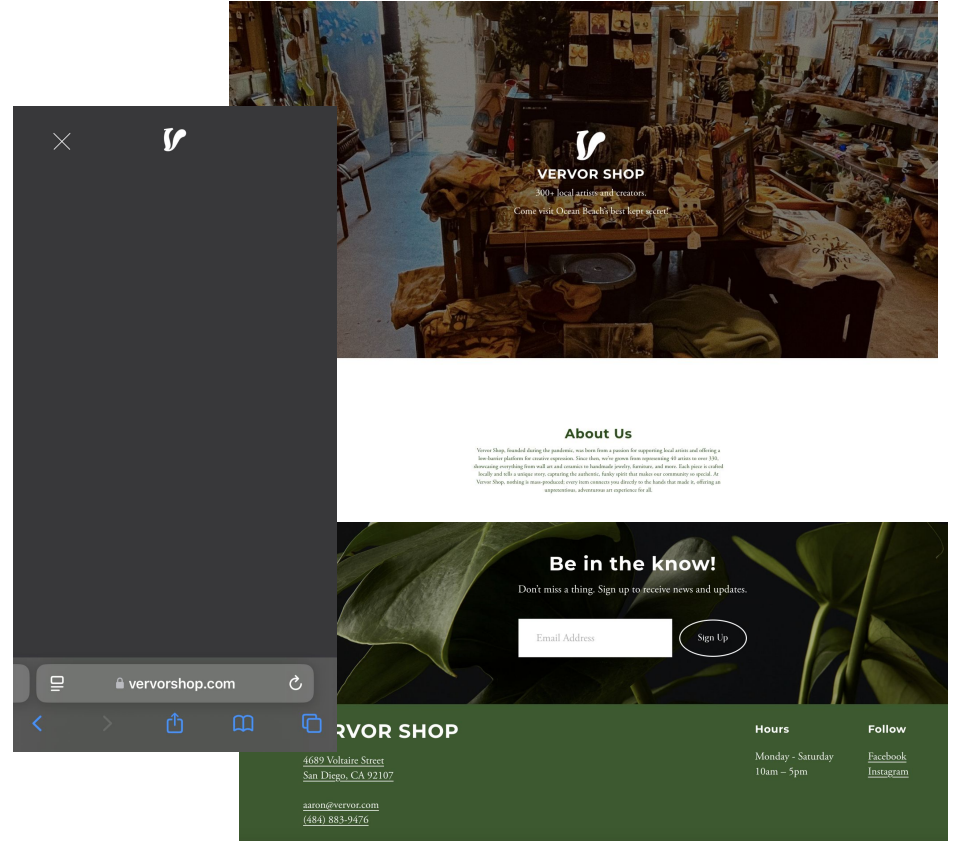
Visit us in store to shop all new home decor brought to you by local San Diego artists.

Website

Abstract decorative shapes in dark blue and light green, resembling stylized waves or organic forms, located in the top right corner of the page.Abstract decorative shapes in dark blue and light green, resembling stylized waves or organic forms, located in the bottom right corner of the page.

Current Website Audit

- One page
- No central navigation
- Limited CTAs
- Glitchy mobile site
- Have to scroll to see “about us” or enter email
- No clear product offerings
- No pop-ups or engaging visuals



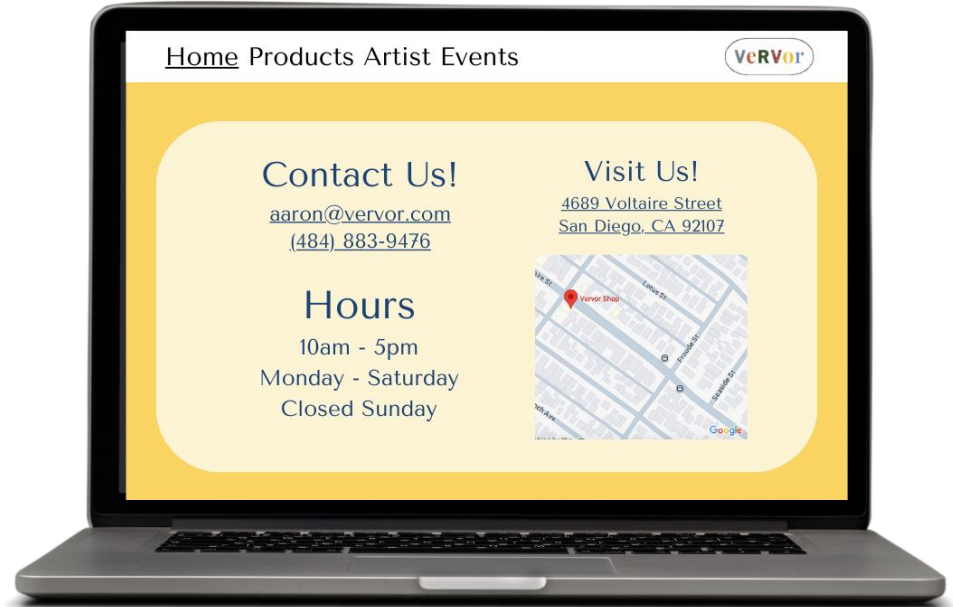
New Website



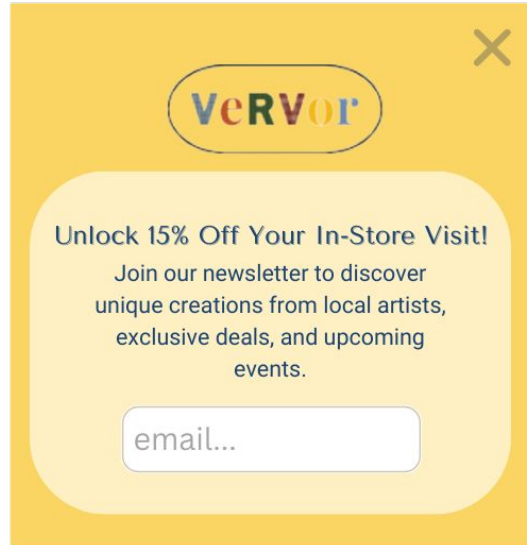
- Multiple pages with more details encourages longer session duration, boosts authority score and entices in-store visits
- Improved mobile design
- Copy containing keywords helps SEO/SEM, boosts ranking
- Clear offerings/positioning
- Meta descriptions
- Engaging visuals/images
- CTAs
- Implement Pop - ups

New Website

- Location/Hours are clear
- Contact information
- CTAs



New Page Pop-Ups

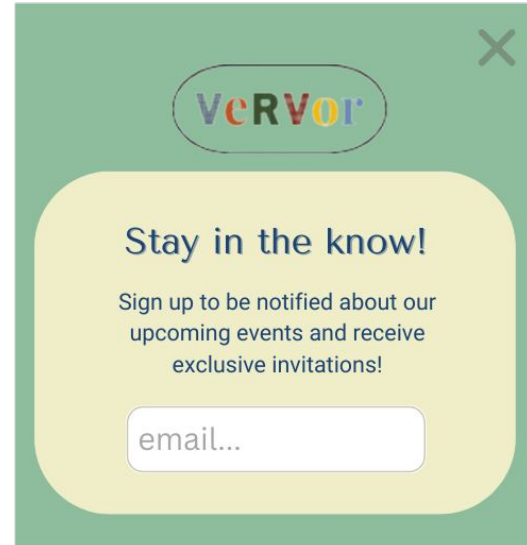


A yellow pop-up card with a white 'X' close button in the top right corner. The VerVor logo is centered at the top. The main text is centered and reads: 'Unlock 15% Off Your In-Store Visit! Join our newsletter to discover unique creations from local artists, exclusive deals, and upcoming events.' Below the text is a white rounded rectangular input field containing the placeholder text 'email...'.

VerVor

Unlock 15% Off Your In-Store Visit!
Join our newsletter to discover unique creations from local artists, exclusive deals, and upcoming events.

email...



A green pop-up card with a white 'X' close button in the top right corner. The VerVor logo is centered at the top. The main text is centered and reads: 'Stay in the know! Sign up to be notified about our upcoming events and receive exclusive invitations!' Below the text is a white rounded rectangular input field containing the placeholder text 'email...'.

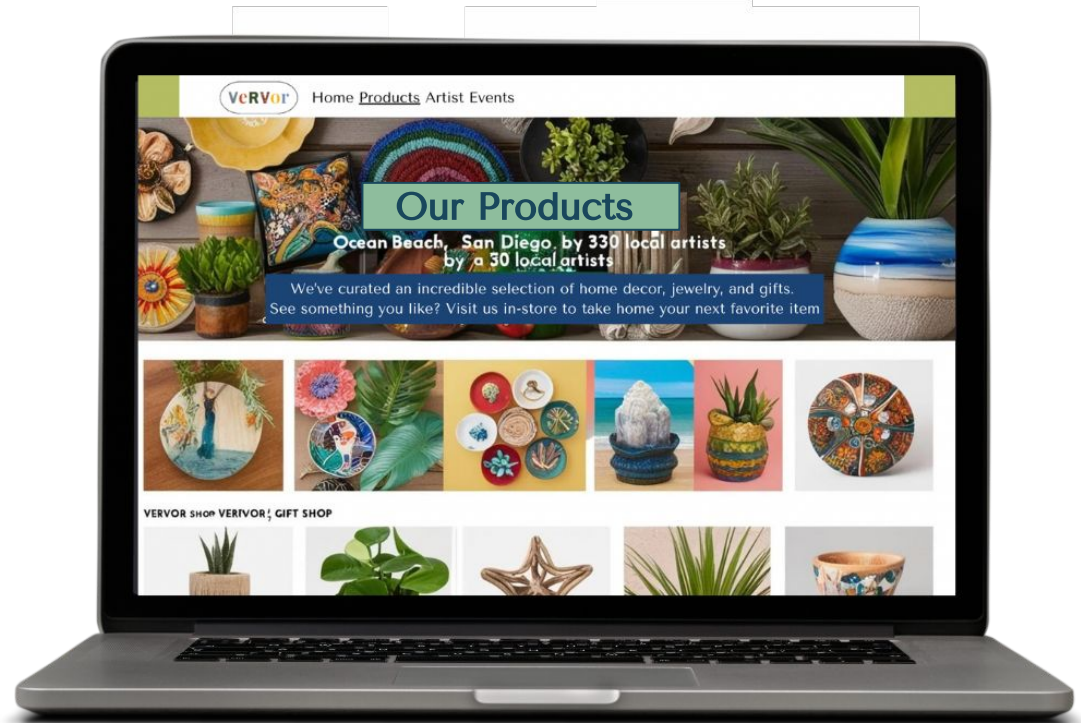
VerVor

Stay in the know!
Sign up to be notified about our upcoming events and receive exclusive invitations!

email...

Products Page

- Highlights product offerings
- No ATC but allows consumers to “reserve” pieces/ pay now + pick up
- Encourages in-store visits



Artists Page

- Highlights artists we carry
- Link to artist websites/their websites link to ours (build backlink profile, boost authority score/higher spot on SERPs)
- Informational



Events Page

- Consumers can be notified of new events
- Gives a “market” feel, similar to competitors
- Encourages in-store visits



Email

Current Email Newsletter

Be in the know!

Don't miss a thing. Sign up to receive news and updates.

Sign Up

VERVOR SHOP

4689 Voltaire Street
San Diego, CA 92107

aaron@vervor.com
(484) 883-9476

Hours

Monday - Saturday
10am – 5pm

Follow

Facebook
Instagram

New Email Newsletter



Vervor currently does not have any email newsletter.


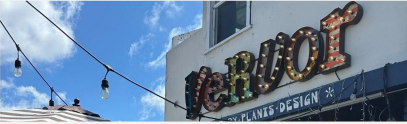
This newsletter is designed to be sent immediately after an individual fills out the email sign-up on the Vervor website.

Emails By Persona

Millennial Molly

VerVor

A SPECIAL OFFER



Just for you!

Come by Vervor shop to gain inspiration from examples of how to decorate real items in homes. Present this email in store for 15% off the art piece to the left!



[Learn More](#)

→ 4689 Voltaire St, San Diego, CA 92107 www.vervorshop.com

Eclectic Elizabeth

VerVor

HAPPY MOTHERS DAY



Happy Mothers day!

Stop by Vervor shop and treat yourself from our wide variety of art pieces! Present this email in store for 15% off the art piece to the left as well as a special gift!

[Learn More](#)

→ 4689 Voltaire St, San Diego, CA 92107 www.vervorshop.com

Touristy Tanner

VerVor

A GIFT TO REMEMBER



Don't leave so soon!

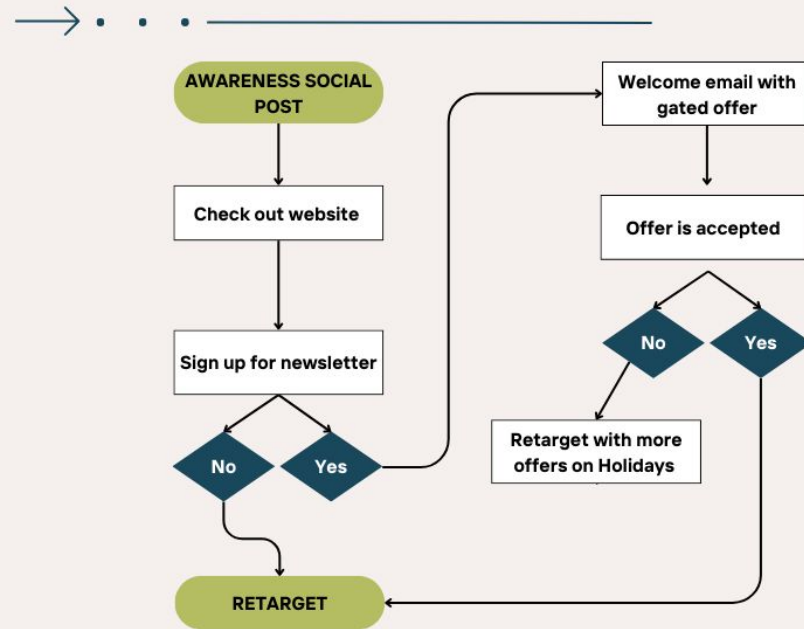
Drop by Vervor shop to get a souvenir you commemorate your time in paradise!

[Learn More](#)

→ 4689 Voltaire St, San Diego, CA 92107 www.vervorshop.com

MAPS Chart & Triggers

VERVOR SHOP



Social

Content & Organic Social Calendar

Reel or story posts can include:

- Reposts
- Artists Posts
- Picture or video of inside the shop
- How to decorate items in your home

AUGUST

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
					Email: New arrivals and featured artist spotlight	Social Post: Promote a weekend sale or in-store event (if applicable).
4	5	6	7	8	9	10
Social Post: Encourage reviews and testimonials from customers	Social Post: Introduction to featured artists of the month	STORY POST	Social Post: Promote store hours and location for local traffic.	TIK TOK & REEL POST	Email: New arrivals and featured artist spotlight	Social Post: Promote a weekend sale or in-store event (if applicable).
11	12	13	14	15	16	17
Social Post: Encourage reviews and testimonials from customers	Social Post: Introduction to featured artists of the month	TIK TOK & REEL POST	Social Post: Promote store hours and location for local traffic.	STORY POST	Social Post: Restock update or coming soon	
18	19	20	21	22	23	24
Social Post: User-generated content or customer photos featuring products.	Social Post: Behind-the-scenes look at how products are made or sourced.	STORY POST	Social Post: Highlight a specific product or collection.	TIK TOK & REEL POST	Email: Exclusive deals for email subscribers	Social Post: Invite people to visit the shop with engaging captions
25	26	27	28	29	30	31
Social Post: User-generated content or customer photos featuring products.	Social Post: Behind-the-scenes look at how products are made or sourced.	TIK TOK & REEL POST	Social Post: Highlight a specific product or collection.	STORY POST	Email: Exclusive deals for email subscribers	Social Post: Invite people to visit the shop with engaging captions

Reel or story posts can include:

- Reposts
- Artists Posts
- Picture or video of inside the shop
- How to decorate items in your home

DECEMBER

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
					Social Post: Restock update or coming soon	
4	5	6	7	8	9	10
Social Post: Show local community involvement or store updates.	Social Post: Promote upcoming holiday events or workshops (if any)	TIK TOK & REEL POST	Social Post: Highlight a product that has been a customer favorite.	STORY POST	Email: Event reminders and Holiday items featured	Social Post: Collaborations with local artists.
11	12	13	14	15	16	17
Social Post: Show local community involvement or store updates.	Social Post: Promote upcoming holiday events or workshops (if any)	STORY POST	Social Post: Highlight a product that has been a customer favorite.	TIK TOK & REEL POST	Email: Event reminders and Holiday items featured	Social Post: Collaborations with local artists.
18	19	20	21	22	23	24
Social Post: Encourage sharing of experiences or photos from recent visits.	Social Post: Best sellers of the month	TIK TOK & REEL POST	Social Post: Announce any upcoming sales or discounts	STORY POST	Email: End-of-Year promotions, last chance to buy	Social Post: Show "product in action"
25	26	27	28	29	30	31
Social Post: Merry Christmas Post from the team featuring the store	Social Post: Best sellers of the month	TIK TOK & REEL POST	Social Post: Announce any upcoming sales or discounts	STORY POST	Email: End-of-Year promotions, last chance to buy	Social Post: New Years Eve post from the team showing gratitude.

Sample Posts & Feed



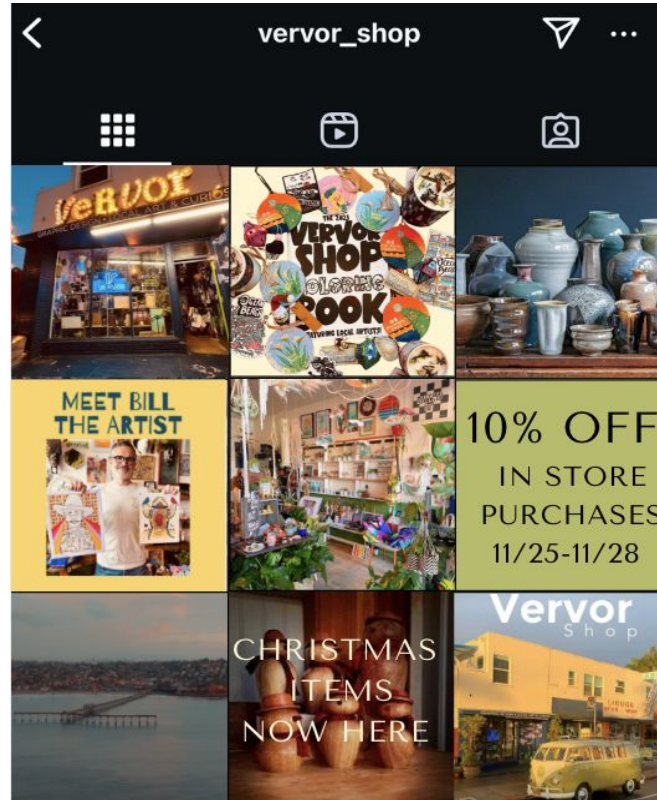
vevor_shop

895 posts 4,696 followers 7,384 following

Vervor Shop
Shopping & retail
300 local artists and creators... & plants!
Handmade, Recycled and Eco-friendly 🌱
7 days a week! | 10am-5pm
Ocean Beach, San Diego more
4689 VOLTAIRE ST, San Diego, California
www.vevorshop.com

Follow Message Contact +

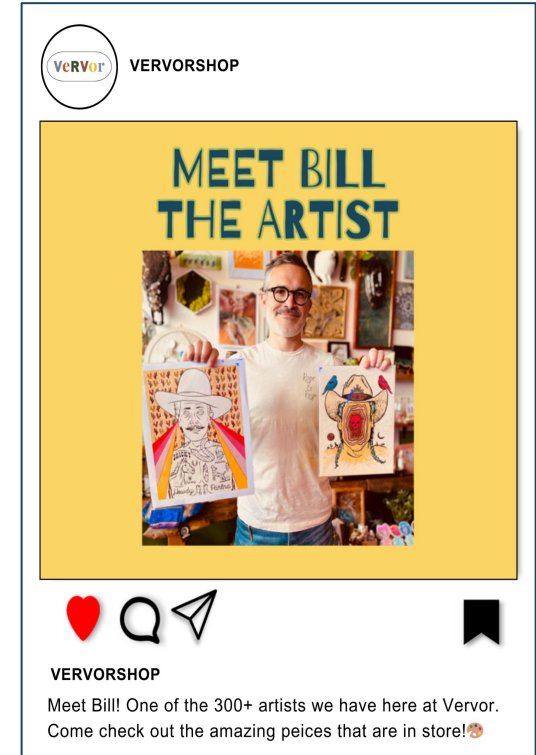
Plants Home ideas Artists



vevor_shop

Grid of 9 posts:

- Top-left: Exterior view of the Vervor Shop storefront.
- Top-middle: A colorful collage titled "THE VEVOR SHOP COLORFUL BOOK" with the subtitle "FEATURING LOCAL ARTISTS".
- Top-right: A collection of blue and white ceramic vases and pots.
- Middle-left: A man holding up a colorful artwork, with the text "MEET BILL THE ARTIST" overlaid.
- Middle-middle: Interior view of the shop showing shelves of various items.
- Middle-right: A green promotional banner for "10% OFF IN STORE PURCHASES 11/25-11/28".
- Bottom-left: A scenic view of a coastline with a bridge.
- Bottom-middle: A display of large, rustic wooden Christmas items, with the text "CHRISTMAS ITEMS NOW HERE" overlaid.
- Bottom-right: Exterior view of the Vervor Shop building with a yellow van parked in front.



VERVORSHOP

MEET BILL THE ARTIST

Meet Bill! One of the 300+ artists we have here at Vervor. Come check out the amazing peices that are in store! 🌱

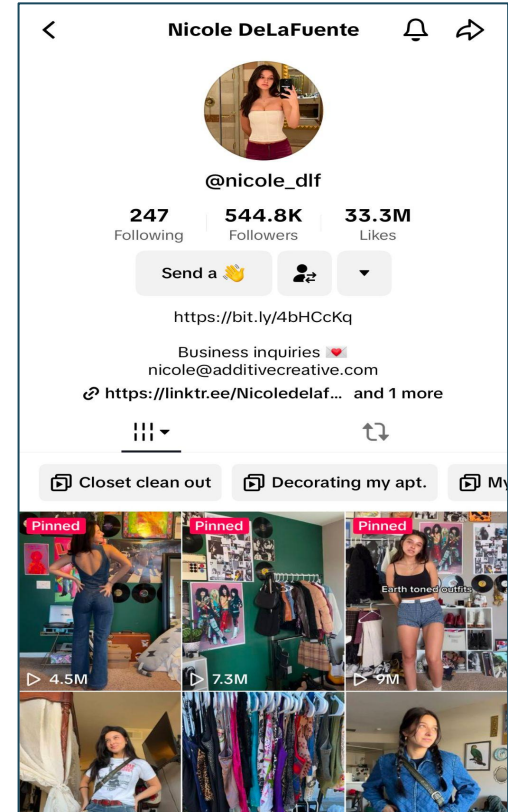
Paid Social

- Effectively blends **brand promotion** with **user convenience**.
- The ad showcases Vervor's unique, handcrafted pottery pieces in a way that highlights their **artistry** and **exclusivity**.
- Eye-catching to potential customers who value artisanal and sustainable products.
- The "**Pay Now, Pick Up Later**" option adds convenience for customers.
- Bold text and clickable "**Click to Reserve**" call-to-action, ensures clarity and ease of engagement.



Influencer Collaborations

- **Nicole De La Fuente** is a San Diego-based influencer
- Nearly **545K followers** on TikTok and **150K** on Instagram
- Nicole dedicates much of her time to exploring **local thrift shops**
- San Diego-based followers share her interests in **eco-friendly fashion** and **sustainable living**
- Nicole's content emphasizes **recycled** and **handmade products**, inspiring her audience to embrace sustainability
- Nicole's collaboration with **Vervor** will significantly boost store visits and sales





Thank You!

Do you have any questions?



veRVor